

dustry. Several years ago there was some talk of piano manufacturers insisting on piano news in newspapers.

When we consider the number of people who can buy pianos, compared with the number that can afford autos, it would seem that there would be more interest in a piano column than an auto department.

It would logically follow that newspapers ought to run patent medicine news, with a bowel column to please the owners of Cascarets, Carter's little liver pills, Hunyadi water, Pluto, etc.

And Anheuser-Busch, Pabst, Schlitz and the rest of the brewers could consistently insist on beer news for the purpose of keeping up public interest in their suds.

The influence of advertising Big Business generally is seen in both the news and editorial columns of newspapers through their attitude toward trades unions. Union workers can't get a square deal in the newspapers, for unions are not big advertisers and most of their employers are. And the publishers themselves are employers and don't like to raise wages any more than other employers do.

But those publishers are as blind as their advertisers. They are crabbing their own game. If they permit their advertisers to dictate what they shall print in their news and editorial columns they are undermining their own newspaper properties and driving the people to the point when they will turn the newspaper business inside out.

The game worked so long as the publishers could fool all of their readers, but more and more readers every day are getting their eyes open, and confidence in newspapers is waning—that means their influence is dwindling.

All over the country labor is starting its own newspapers and publishing news that regular newspapers suppress, printing truth other newspapers color and distort.

The time is coming when news-

papers will have to stand openly either for their readers or for their advertisers; and if the advertisers push the game they are now playing they will help a good thing along, and that good thing is the revolution of American journalism and the establishment of a free press.

A newspaper is like a woman—it may sell its virtue secretly for a while, but ultimately will be walking the streets or have a red light in front of the door.

Unless there is concerted action by newspapers of this country to resist this vicious attack of crooked Big Business, present day journalism is doomed. If the newspapers don't stand together for the integrity of their news and editorial columns, organized advertisers will lick them one at a time and finally enslave them all.

The people of this country won't go on forever buying newspapers that are published to poison their minds and control their life for the profit of advertisers.

The people won't go on forever supporting newspapers that support government that oppress the people.

**Phones and Subways.**—The newspapers give columns of space discussing subways from time to time, and all you see in any of them about the proposed telephone steal is found in the paid ads of the Chicago Telephone Co.

Yet a municipal phone system that will give the people penny-a-call service means that everybody can afford a telephone; and that means more to the people than subways.

No big city in the country has the opportunity Chicago has to establish a municipal phone system, owned and operated for the benefit of the people instead of for the profit of owners of watered stocks and bonds.

The women voters of Chicago can do for the people the biggest thing ever done for any big city by taking up this matter and fighting for a